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## ON-LINE EXPERIMENTATION

Jordan J. Louviere
Hikaru Phillips
Jason P. Bennett

## ABSTRACT OF THE DISCLOSURE

An automated system for experimentation includes an experiment engine which can define an experiment relating to various treatments for a set of content elements. The experiment engine conducts the experiment over a data network. An observation module collects observation data relating to user behavior for each treatment. A scripting/scheduling engine coordinates the operation of the experiment engine and the observation module.